



2-1-1 SAN DIEGO DISASTER RESPONSE

May 2014 San Diego Firestorm

After Action Report

May 27, 2014

Situational Overview

Tuesday, May 14 2014, a fire in northern San Diego County prompted 2-1-1 San Diego to activate for disaster response and serve as the region's trusted resource for fire-related information. The landscape quickly changed – within two days the number of fires in the region grew to 14, increasing the need for up-to-the-minute, reliable information on evacuations, road closures, shelters and more.

Working swiftly, 2-1-1 San Diego notified its Disaster Response Team, sent out communications for additional volunteers and assembled additional work stations in its multiple contact center to handle the influx of calls. Close partnerships with county and various city officials and responding agencies, coupled with support from elected officials and hundreds of volunteers, meant those affected by the fires could rely on 2-1-1 when seeking answers during a turbulent time.

From Tuesday, May 14 to Sunday, May 18, 2-1-1 answered 33,478 calls with an average wait time of 1:41 seconds with more than 800 volunteers and 100 staff. 2-1-1 also received critical support from the County of San Diego, which included providing over 50 county workers to assist in the response effort.

As the fires were contained, 2-1-1 San Diego gradually resumed normal operations with heightened staffing and continued support from volunteers to address the needs of those entering into the recovery stage of the firestorm. 2-1-1 San Diego will continue to be the region's primary connection to community, health and disaster support services 24 hours a day, year-round.

The following report outlines the situation under which 2-1-1 operated, as well as an overview of what worked well and key learning areas to help strengthen 2-1-1's services for future disaster support.



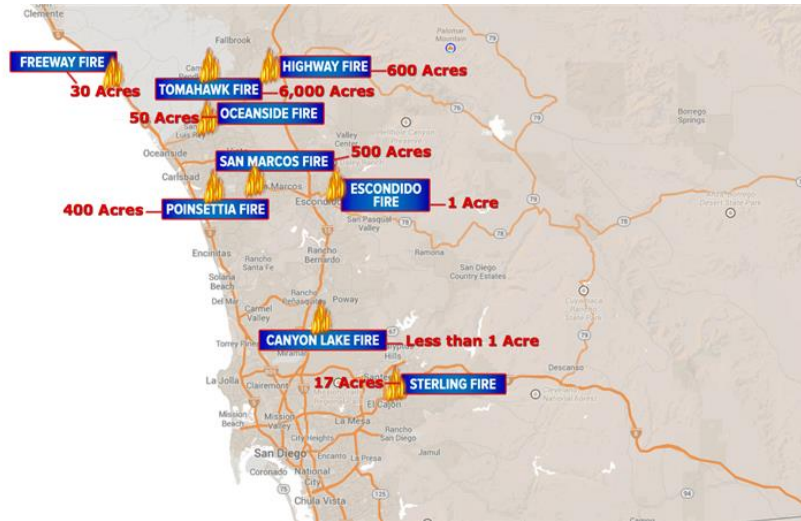
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Firestorm Landscape



Date Span:

Tuesday, May 13 – Sunday, May 18, 2014

Number of fires:

10

Number of acres burned:

More than 27,000 acres

2-1-1 San Diego's Reach

Day	Calls Handled	Average Call Handle Time
5/13/2014	1,242	3.29
5/14/2014	6,244	4.46
5/15/2014	11,399	3.82
5/16/2014	9,987	3.48
5/17/2014	4,072	3.36
5/18/2014	534	4.18
Total	33,478	3:46



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- Total number of 2-1-1 volunteers during firestorm 2014: 809
- Topics of questions asked by callers:
 - Evacuation orders and areas
 - Confirmation of information received in text or calls about evacuations
 - Inside or outside evacuation areas
 - Road closures
 - Fire updates
 - Reports of smoke
 - School closures and re-openings
 - Heavy traffic 5 Freeway and 15 Freeway closures

What Worked

Volunteers

Throughout the course of the firestorm, roughly 800 volunteers, including 297 pre-registered Disaster Response Team volunteers and 2-1-1 staff, provided a voice of support and helped relay critical information that helped San Diego get through this tough time. Overall, 2-1-1 grew its volunteer database by approximately 1,200 people over the course of five days.

We received assistance in creating a 25 station contact center from Qualcomm, including computers and phones, allowed 2-1-1 to accommodate as many as 140 people answering phones at peak times.

County Partnership

The County of San Diego provided over 50 County workers, which provided great relief to our efforts. These individuals had tremendous value due to their background and experience in working with clients in crisis.



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Social Media

Prevalence of social media and online accessibility from mobile devices meant 2-1-1 could provide fire-related information quickly and in more formats. This is the first incident of such a large-scale magnitude in which social media was an information sharing asset. In addition to disseminating messages broadly, social media provided an avenue to answer one-on-one questions from concerned community members. 2-1-1 San Diego posted more than 500 updates to Twitter and Facebook, with media and influencers sharing posts and furthering the dissemination of critical information to the community.

Twitter account activity, @211SD:

- Tweets: 500
- Retweets: 2,303
- Impressions: 1 million +
- Total new followers: 2,393

Facebook account activity, 2-1-1 San Diego:

- Posts: 11
- Shares: 94
- Impressions: 125,598
- New fans: 230

“Know When to Call” Campaign

Initiated on Thursday, May 15, to remind the public how best to use 2-1-1 as a resource, the “Know When to Call” campaign outlined when to call 9-1-1, when to call 2-1-1 and when to utilize online resources. In addition to the media sharing appropriate ways to use 2-1-1, the campaign proved to help stakeholders from staff, board members and elected officials, communicate appropriate use as well.

Support from Elected Officials

Many elected officials immediately reached out to 2-1-1 to offer support through inclusion of crucial information in email communication and volunteered staff members. Many stopped by our facility to thank volunteers directly, including County Chairperson Dianne Jacob, Supervisors Greg Cox and Dave Roberts, and Sheriff Bill Gore. We also had San Diego Police Chief Shelley Zimmerman, Councilmembers Todd Gloria and Mark Kersey, and Fire Chief David Hanneman. 2-1-1 continues to build strong working relationships with local elected officials throughout our region.



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Moving Forward

Mobile Connectivity

Some callers reported experiencing dropped calls from mobile devices, and 2-1-1 is working with carriers to understand the issue, the capabilities of each carrier's network and how this issue can be mitigated in the future. Now is an excellent opportunity to strengthen the relationship with individual carriers as 2-1-1 sees increased reliability on mobile versus landline phones for primary communication.

Flow of Information

As is done after any emergency response mode activation, 2-1-1 is working closely with the County Office of Emergency Services to review the partnership during the firestorm. Evaluation is necessary for improvement, and 2-1-1 will explore ways to strengthen relationships with partner organizations. At the peak of 2-1-1's activity level, the system received approximately 1,900 calls in a one-hour period, which reiterates the need for seamless communication. By working to improve operations with partners, 2-1-1 seeks to leverage its abilities to better meet the community's needs.

How the Community Can Help

Register for the 2-1-1 Disaster Response Team

Volunteers provide a critical service during time of emergency and allow 2-1-1 to maximize the support provided to callers. Visit www.211volunteer.org or call 858-614-0211 to register as a volunteer.

Know When to Call 2-1-1

During a disaster, if needed, first safely evacuate.

If you have an Internet connection, use it to get verified information from SDCountyEmergency.com. Call 2-1-1 to speak to a live person about:

- Evacuation status
- Road closures
- Shelters
- Disaster status

Year-round, 24-hours a day, call 2-1-1 for community and health services, including:

- Food assistance and Health programs
- Military & veteran services
- Utility bill assistance
- Housing and shelter services

Information is also available online at 211SanDiego.org